



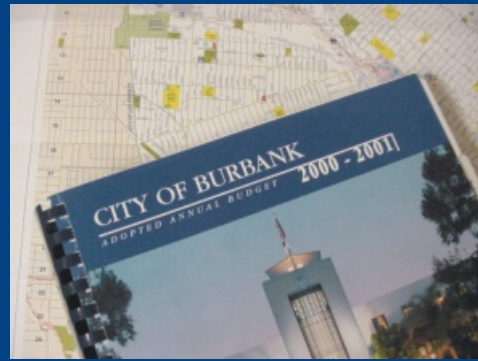
It is thrifty to prepare today for
the wants of tomorrow.

— Aesop

Fiscally Responsible City Governance

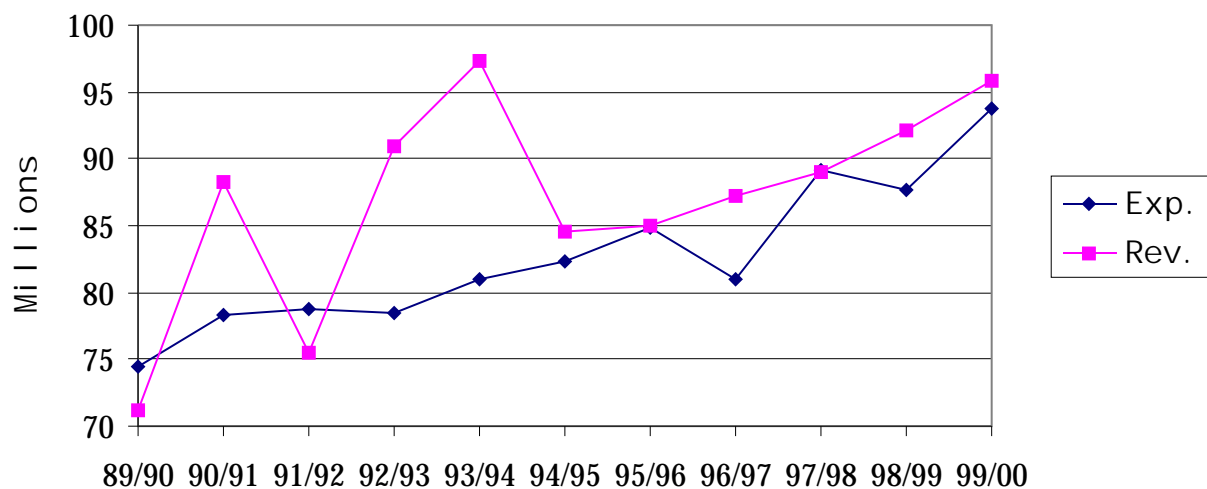
To operate the City government in a fiscally and managerially responsible and prudent manner.

1. Maintain a balanced operating budget for all governmental funds with on-going revenues equal to or greater than on-going expenditures.
2. Maintain a balanced five-year Financial Forecast for the General Fund assuming normal inflationary revenue growth along with reasonable economic development revenues equal to or greater than normal inflationary growth in expenditures. New or expanded programs will be required to identify funding sources.
3. Require that all proprietary funds (enterprise and internal service) be self-supporting.



Sales, property, and utility user taxes have continued to be the City's largest sources of general fund revenues. Over the next decade, the annual budget adoption process will present the Council the opportunity to discuss and make prudent decisions in order to meet the service requirements of the City.

General Fund Expenditures / Revenues 10 Year Comparison



4. Maintain the General Fund working capital reserve at 15% of the General Fund recurring budget and an emergency reserve of 5% of the General Fund recurring budget.
5. Maintain fully funded actuarially projected liabilities within the Risk Management and the Workers' Compensation Self-Insurance Funds.
6. Maintain a long-range fiscal perspective through the use of the five-year financial forecasts for the General, Enterprise, Redevelopment, Transportation and Parking Authority Funds and a five-year capital improvement plan.
7. Protect existing City resources by actively advocating the financial interest of the City in financial issues such as e-commerce, per capita sales tax allocation, State and Federal mandates and revenue shifts.
8. Use long-range financing methods, when needed, to provide for major capital improvements or acquisitions. Recurring revenues will need to equal or be greater than the incremental on-going expenditures related to facility maintenance and debt service payments.
9. Comply with all the requirements of generally accepted accounting principles, including the implementation of GASB 34.
10. Continue to pay competitive, market-level compensation to City employees in order to attract and retain competent and public service-oriented individuals.
11. Maintain all enterprise rates at competitive levels.
12. Invest surplus funds, within the City's Investment Policy and legal requirements with the overall objectives of safety, liquidity and yield, in that order.



Building a Useful Life

I watched them tearing a building down,
A gang of men in a busy town.
With a high heave-ho and a lusty yell
They swung the beam and the side walls fell.

I asked the foreman, "Are those men skilled
As the men you'd hire if you had to build?"

He gave me a laugh and said, "No indeed,
Just common labor is all I need.
I can easily wreck in a day or two
What builders have taken years to do."

And I thought to myself as I went on my way,
Which of these roles have I tried to play?

Am I shaping my deeds to a well-made plan,
Patiently doing the best I can?
Or am I a wrecker who walks the town,
Content with the labor of tearing down!

— Anonymous

A Brief History of Burbank

In the beginning, the land occupied by the present City of Burbank was part of two large Spanish land grants. The first was the vast Rancho San Rafael, granted to Don Jose Maria Verdugo by the Spanish government in 1798. Nearby Rancho La Providencia was created following Mexico's successful bid for independence from Spain in 1821. The real history of the City, though, began when a New Hampshire dentist headed west with the thousands of other Americans seeking new opportunities.

Investing In The Future

Dr. David Burbank was active in Los Angeles real estate when he purchased portions of both ranchos in 1867. He combined them into a large ranch where he raised sheep, built a ranch house (on what was later Warner Bros.' backlot) and occasionally sold off small plots of land. Realizing that bringing in the railroad would increase the value of his ranch, Dr. Burbank sold the Southern Pacific Railroad a stretch of right-of-way for one dollar. The first train passed through Burbank on April 5, 1874. During the rate war between the Santa Fe and Southern Pacific railroads, low fares brought people streaming into California and Dr. Burbank once more seized the opportunity. In 1886, he sold his property to a group of land speculators for \$250,000 and the Providencia Land, Water and Development Company was formed.

The speculators subdivided the property into a business district, small farms and residential lots. They opened the tract for sale on May 1, 1887, and the town of Burbank was born. The population of the town was 500 when the voters approved incorporation in 1911.

Burbank Continues to Grow

The following years brought marked progress in Burbank's development. In 1917, civic leaders Ralph O. Church and Maurice Spazier convinced Walt Moreland to relocate his truck company to Burbank by offering him a free site to build. The Moreland Truck Company became Burbank's first major industry. For years afterward, the Moreland trucks traveled the highways of the world bearing the label "Made in Burbank." The 1920's saw a period of growth with the population increasing from 2,913 in 1920 to 16,622 in 1930.

Movies and Airplanes Move to Burbank

Burbank's continued growth was tied in to aviation and entertainment. Both industries came to Burbank because of its location and the available space.

Aviation in the mid-1920's was still in its infancy when the Lockheed Aircraft Company purchased a piece of Burbank farmland, near a place called "Turkey's Crossing," and built a plant for the production of its planes. By the time the United States entered World War II, Lockheed had some 94,000 employees producing 19,000 planes. The wartime effort of the aviation industry had pushed Burbank's population to 53,899 in 1943.

The motion picture business also moved to Burbank in the 1920's. First National Pictures bought up a 78-acre site on Olive Avenue near Dark Canyon. The company was soon taken over by another young company founded by four brothers by the name of Warner. On October 23, 1927, motion picture history was made when Warner Bros. released the first all-talking movie, *The Jazz Singer*, starring Al Jolson. Other companies soon followed. Walt Disney's company, which had outgrown its Hollywood quarters, bought 51 acres in Burbank. Disney's million-dollar studio was completed in 1939 on Buena Vista Street.

The Changing Face of the City

A post-WWII real estate boom left few undeveloped areas in the community. The National Broadcasting Company moved its network television headquarters to its new location at Olive and Alameda avenues. By 1962, NBC's multi-million dollar, state-of-the-art complex was completed. As well, on June 28, 1978, the airport was purchased from Lockheed through a tri-city authority. The newly named Burbank-Glendale-Pasadena Airport is the largest privately owned municipal airport in the United States.

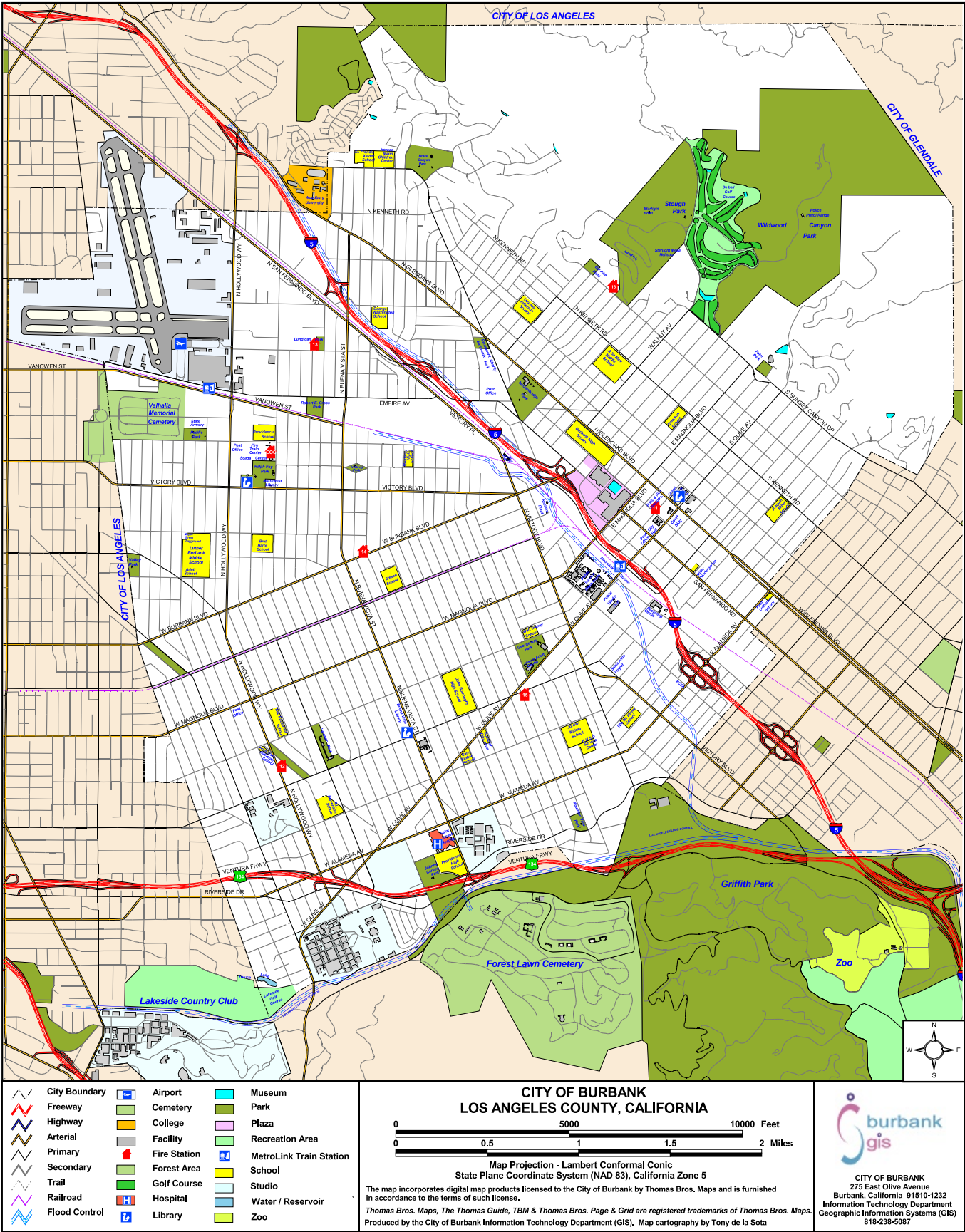
Burbank continues to look to the future with the same "can-do" attitude of the early City pioneers. With the energy crisis of the 70s and the drought conditions of the 80s and 90s, Burbank quickly responded with conservation programs to deal with the environmental issues. The City has a nationally acclaimed recycling program and uses reclaimed water for landscape irrigation.

In 1989, the Golden Mall was reopened and traffic again flowed down San Fernando Boulevard after 20 years as an outdoor pedestrian mall. The downtown area was revitalized with a wide variety of restaurants and multi-screen movie theatres. Additionally, when Lockheed announced in 1990 that it would be closing its Burbank operations, the City began efforts to see that the 325 acres were recycled into new development projects.

The City Council also began cablecasting their meetings on public television in 1987. The use of public access cable television has expanded citizen participation with government by bringing televised Board meetings and special programming into the home.

Today, as we embark on a new millennium, Burbank is a prominent media and entertainment-oriented city which prides itself on a high quality of life, combining 21st century technology with small-town feel. It is, indeed, a city of "people, pride, and progress."

City of Burbank Map



MISSION STATEMENT

The City of Burbank is a special urban community. It is here that residents find tranquil neighborhoods, peace in their homes, and protection from the potentially negative aspects of major industry and population densities. Our high quality of life and level of municipal services are achieved by preserving and enhancing the City's economic prosperity, while enhancing and preserving residential neighborhoods.

It is the mission of the City government to balance this desire for traditional values and life-styles with contemporary and fiscally responsible municipal service while moving to the future with thoughtful and stable economic progress, within a system of government that respects legitimate differences of opinion.

